



# CONTRIVE

## PRODUCT/SERVICE

Contrive will be an event management software and marketplace that connects event planners with vendors in their local area. Also, planners will gain access to resources that will assist in planning their small to medium sized virtual, hybrid, or in-person events.

Some of these resources include:

- Planning Checklists
- Budgeting Plans
- Virtual Building Capabilities

## TARGET MARKET

Contrive plans to offer its services to amateur and professional event planners and vendors.

## BENEFITS OF THE SERVICE

Contrive's resources provide an all-in-one solution to issues faced by planners. Some of these issues include:

- Overspending on Vendors
- Forgetting Tasks

Our budgeting plans and event planning checklists help to combat these issues. Contrive is also passionate about helping small businesses gain new customers!

## MANAGEMENT TEAM



Aretha McDonald  
Co-Founder  
Computer Sci. Major



Alexandria Watkins  
Co-Founder  
Computer Sci. Major

## POSITIONING RELATIVE TO COMPETITORS

Contrive will provide a never seen before network that connects planners with vendors in order to develop real, authentic connections. We will not only provide this network but we will also provide management/planning tools and a space for users, individuals or teams to collaborate on virtual diagramming plans, guest lists and budgets, gain/share event inspiration, and keep track of important dates!

## WHY CONTRIVE?

Our goal is to be a hub for the event industry and we are passionate about the connections that can be built through this platform! We are excited to see our relationships with our customers bloom as we help them to PLAN SIMPLY!